

1 **52387/WGM/A792**

ABSTRACT OF THE DISCLOSURE

5 Method and apparatus for on-line merchant authorization.
An on-line merchant includes an authorization seal in the form
of a graphic or logo on the on-line merchant's Web site. The
authorization seal is granted by an unbiased third party. The
third party authenticates the on-line merchant as an
authorized on-line merchant for any brands the on-line
10 merchant sells.

WGM/agj

AGJ PAS560034.1-* -04/12/04 3:17 PM

15

20

25

30

35